

EXHIBIT 2



Purina

May 22

Your best friend deserves nothing less than the best.
www.Purina.com/Honesty



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Purina
May 12, 1929

Our promise to you:

Honesty in every bag.
Trust in every bowl.
Goodness in every bite.

www.Purina.com/Honesty



**Honesty has been our
first ingredient for 85 years.**

Is your pet food company being honest?
Learn more at PetFoodHonesty.com

PURINA
Keep the Good Feeding.

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2



Joan Martin I read the lawsuit that Purina posted on their "petfoodhonesty" page. Their only reference to the testing they supposedly did was a chart showing the results from TWO samples of a variety of Blue products. Thats right, TWO samples. I have asked Purina to post the complete lab report, to include who did the testing, where the testing was performed, when and where the samples were obtained, what standards were used to ensure no cross contamination occurred, what equipment was used, what methods were used, particularly what method was used to determine the samples contained by-product as opposed to meat only (no by-product). Purinas response was that the lab testing information was "business confidential". So much for HONESTY, Purina!

Like · Reply · 🔄 12 · May 13 at 10:52am · Edited

View all 1



Marco Simone

You guys are HORRIBLE! Worst food ingredients listed in your products and you guys go after Blue who IMO has changed the food market! You guys are only doing this because pet parents are becoming smarter and sales for Purina are flattening. It is time to USE real ingredients in your food and stop the lawsuits. It is going to affect your reputation. I use to buy Blue but switched two years ago, but that is because I switch food constantly. I will never buy Purina - it's GARBAGE! My cats don't eat garbage.

Like · Comment · May 18 at 12:01pm near Toronto, Canada



5 people like this.

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Christie Bartholomew Purina went after Blue Buffalo because of this <http://bluebuffalo.com/dog-food.../mobile/true-blue-test> Blue basically said our product is higher quality, here's why, and said names. That's why Purina is singling them out. It's their retaliation for poor sales.

Like · Reply · 1 · May 19 at 7:39pm



Purina The lawsuit is not about this; it's about honesty and truth in advertising, Christie. We believe consumers deserve honesty when it comes to pet food ingredients, and we believe Blue Buffalo is not being honest about the ingredients it uses. For more information, visit www.petfoodhonesty.com.

Like · May 20 at 1:43am



Write a reply...



Purina We're sorry you feel this way, Marco – this lawsuit is about honesty and truth in advertising. We believe consumers deserve honesty when it comes to pet food ingredients, and we believe Blue Buffalo is not being honest about the ingredients it uses. Fo... [See More](#)

Like · Reply · May 18 at 1:17pm



Marco Simone If you have the PROOF... shut everyone up and shows us! Independent testing? SHOW US! PROVE IT. If you can't prove it... you guys deserve the bad PR!

Like · 2 · May 18 at 1:26pm



Purina Marco - while the name of the testing facility is considered business confidential, we can assure you that testing was conducted at a highly sophisticated, independent laboratory. More details about the testing can be found here: www.petfoodhonesty.com.

Like · May 18 at 4:15pm